CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

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RAY LEWIS
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Small Exhibs. Get 'Scope Pix Flat

On The beam

By JAY L. SMITH

NEWSWEEK Magazine, in its issue of Sept. 13th, devotes nearly four full columns to an article on the Movies, entitled, "Comeback—and Why". This article constitutes such a terrific boost for our Industry, that I felt The Digest would be negligent in its announced policy of Service to the Industry, if we did not reprint the greater part of the Newsweek article for the benefit of those of our readers who do not happen to be regular Newsweek subscribers.

The article starts out with a quote of Nicholas Schenck, President of Loew's Inc., made back in 1949. "There's nothing wrong with the industry that a good picture won't cure." Other excerpts from the Newsweek article, follow.

"All over the country, last week, exhibitors were having pleasant experiences. In Manhattan, 'Seven Brides for Seven Brothers' was in its sixth week at the Music Hall; it was grossing $180,000 a week and looked good for another week's run. Elsewhere, Chicagoans were standing in line to see 'Susan Slept Here'; Angelenos had been paying $25,000 to $30,000 a week to catch 'Rear Window'; and Philadelphians were getting to 'On The Waterfront' at a $31,000 first-week gait. For the nation's major moviemakers . . . 1954 may well be the finest financial year since the 1947-48 boom.

"In that early prosperous interval, Hollywood simply got its share of the free-spending tendencies of the time. The present momentum comes from the good pictures that Nick Schenck recommended five years ago to answer Hollywood's fear about television and foreign competition. Not since

(Continued on Page 2)

20th-Fox Prefers Flat Rentals In Small Situations — A. Lichtman

In a letter addressed to Abram F. Myers, General Counsel and Chairman of the Board, Allied States Association, Mr. Al Lichtman, 20th Century-Fox Director of Distribution, has made the momentous announcement that 20th-Fox is ready to sell CinemaScope production at a flat rental in small towns and small subsequent runs. While, of course, Mr. Lichtman's announcement applied to the U.S., The Digest contacted Peter Myers, Canadian General Manager for 20th-Fox and received confirmation of this policy for Canada.

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CBC-TV To Reach 70% Of Canadians

The Canadian Broadcasting Corp., reviewing two years of Canadian TV operation, declared, "By the end of 1954 more than 70% of all Canadians are ex-

(Continued on Page 11)

JARO Plans 10th Anniversary 25 Major Films for '55 Release

The tenth anniversary of the J. Arthur Rank Film Distributors (Canada) Limited will be an exciting year for both themselves and their customers, and will launch a program of twenty-five major films, with "Romeo And Juliet" as the production of all time.

In an interview with The Digest, Frank Fisher, Vice-President and General Manager, and Frank

(Continued on Page 6)

Keep your eyes on

JACK ARTHUR
(See Page 3)

Famous & Odeon Set Two Top Fox Films

An all-out advertising, publicity and promotional campaign is currently in work for the debut of two of 20th-Fox's fall releases, both in CinemaScope, for an early release in both Famous and

(Continued on Page 2)

Saint John Wins RKO Drive Labow Lists RKO Product

Jack Labow, Canadian General Manager for RKO announced the winners of the RKO Canadian Billings Drive. Saint John, first, Calgary, second and Toronto, third. The drive which reached an all-time high, has geared "the RKO Canadian sales force," stated Mr. Labow, "to the proper pitch to present the top product, that RKO will have available this year.

"Smash boxoffice hit "Susan Slept Here" with Dick Powell-Debbie Reynolds and co-starring Anne Francis.

"This Is My Love." In color

(Continued on Page 10)

CASINO'S MUSICIANS BACK TO WORK

The Ontario Labor Relations Board met last Monday and reserved judgment on the dispute between the Casino theatre and the Toronto Musician's Union. Murray Little, Casino manager reported that he hopes the matter will be settled shortly.

He also stated that the musicians have been instructed to report back to work by Mr. Murdoch, head of the TMU, and that the Casino will again present a stage show, opening Fri. Sept. 17.

CBC Buys Carlton From B&F Theatres

A second theatre in Toronto has been lost to film entertainment within nine months. Last December the Crest on Mount Pleasant Road became the home of Davis Bros. stage presentations and is about to be re-opened for its second season. Now the Carlton on Parliament Street has been acquired by the CBC from B & F The-

(Continued on Page 11)

UA's Crusoe Sets New High In Mont.

"Adventures Of Robinson Crusoe," a United Artists release, is racking up the greatest gross in the history of the Orpheum theatre, Montreal, stated Charles S. Chaplin, United Artists Canadian

(Continued on Page 11)

FAMOUS PLAYERS "C" DISTRICT LUCKY SEVEN PUBLICITY CONTEST WINNERS ANNOUNCED BY BILL TRUDELL. FIRST — HARRY WILSON, CAPITOL, CHATHAM; SECOND — BILL BURKE, CAPITOL, BRANTFORD AND THIRD — LES PRESTON, CAPITOL, ST. THOMAS

On the Beam

(*Continued from Page 1*)

prewar times has Hollywood put together so many indisputably good films. Already this year it has brought out items like 'On The Waterfront,' 'Suddenly,' 'Seven Brides,' 'Knock On Wood,' 'The Caine Mutiny,' 'Sabrina,' 'Rear Window,' 'Dial M for Murder,' and 'Beat the Devil,' with other big ones on the way.

"Only a year back, nothing like this seemed to be ahead for the American film industry. Sixteen thousand movie houses around the country had permanently shut their doors, and those still in business were resorting to such dodges as Keno, free popcorn, and giveaway dishes. In all of Hollywood, only 24 pictures were before the cameras.

"At this, Hollywood propagandists abandoned their slogan — 'Movies Are Better Than Ever' — and exhibitors agreed. The trouble with movies, they said, was that most of them were no better than a person could see by staying home with his television set.

"The change in the last year may have been helped a bit by the fading of home television's first dazzling flush. No impediment, either, was a discernible public irritation with overdone imported product. Finally, there have been attractive technical refinements — sharpening color and widening screens.

"But, on the word of producer Stanley Kramer, the decisive reason for the Hollywood comeback is none of these. 'Color techniques and the size of the screen had nothing to do with it,' said Kramer recently. 'It was the quality of the production that did the trick'."

Newsweek credits Nicholas Schenck and Dore Schary, MGM production chief, with starting the quality trend. It mentions Schary's announcement back in February 1949, that MGM would make 67 pictures in the next 15 months, and reports that MGM actually did make 64, including "Quo Vadis," which cost $6 million and has grossed $14 million so far, and "King Solomon's Mines," which cost $2.2 millions, and has grossed over $6 million. The article also mentions "Battleground," "An American in Paris" and "Annie Get Your Gun."

The article goes on as follows: "As the emphasis on quality spread, however, an interesting thing happened to Hollywood's thinking, notorious in its fondness for quantitative output. The output of pictures, of course, steadily declined in the depression period, but when profits picked up again, volume of production remained relatively low.

"This year the film center has so far made only 159 pictures, as compared with a total of 425 in 1946. Producers are spending more and more time on the pictures they do put out. Shooting schedules now average two to four months; a few years ago it was 35 days.

"At Twentieth Century-Fox last week, producer Sam Engel singled out some other artistic adjustments. 'The concept of making musicals for the movies,' he said, 'has definitely changed for the better. We are staging our present one ('Daddy Long Legs' with Fred Astaire and Leslie Caron) like a Broadway musical. . . . We are moving forward to a point where willy-nilly methods will recede.' "

Newsweek also credits the independent producers for the upsurge in Hollywood grosses. "As much as any other single factor, perhaps, the independents have convinced the studios that the road to prosperity is paved with good scripts, good acting, and polished direction. John Huston's "The African Queen" and, more recently, "Beat the Devil" were as good artistically as they were successful financially. "The Caine Mutiny," which Stanley Kramer, an independent, made with Columbia, is presently bringing in both money and critical courtesy. The major studios have observed that moviegoers were willing to pay the price of a pound of coffee to see pictures like "On the Waterfront."

The Newsweek article refers also to the new talent being developed, particularly Jack Palance, Grace Kelly, Rod Steiger and Eva Marie Saint. It concludes by mentioning a Los Angeles suburban exhibitor who is installing CinemaScope, stating, "Broke last year, he now thinks movies will be around for at least a few years more, after all. Enough others also seem confident that, despite all the alarums about television and taxes in recent years, there is nothing a good movie need worry about."

Trouble With Harry

Edmund Gwenn gets top role in Paramount's VistaVision comedy "The Trouble With Harry."

Community Chest Campaign — Oct. 4

Charles S. Chaplin, UA's Canadian general manager, has again been named chairman of the theatres and motion picture distributors section of the Community Chest Drive, which begins October 4.

Stressing the importance of this year's Drive, Mr. Chaplin stated, "it is our aim to make the motion picture industry an example whereby the public at large will justifiably point with pride at the results we achieve."

Mr. Chaplin called for the cooperation of the entire industry to meet the objective of the campaign, which provides funds for 68 service organizations. Team captains this year are: Mr. M. Margolius, Famous Players; Mr. Lionel Lester, National Booking Co.; Mr. C. A. Bergman, Biltmore Theatres; Mr. S. V. Roth, Twentieth Century Theatres; Mr. Ben Freedman, Allied Theatres; Mr. J. Meehan, Odeon Theatres; Mr. J. Fine, B&F; Mr. M. Bloom, Columbia Pictures; Mr. G. Allen, Premier Operating and Miss Gladys Rawnsley, United Artists.

The campaign was launched last Sunday night at a pre-campaign rally of all canvassers at the Hyland theatre. A preview of JARO's "The Rainbow Jacket" followed the business session. A film trailer that will be shown in all theatres and donated by the industry was also shown.

Gone With The Wind

"Gone With The Wind" still has a mighty appeal for newspaper editors, reporters, columnists and movie critics.

Gerry Collins, Publicist at Loew's Theatre in Toronto, had a 7-day contest in the Toronto Telegram along the theme "Why I want to see 'Gone With The Wind' " . . . or "Why I want to see 'Gone With The Wind' again." The other Toronto critics went overboard with free space.

In Montreal, Walter O'Hearn, Amusement editor, used a banner editorial and gave a terrific review on the film in conjunction with its opening at Loew's Theatre there. Credit Tom Cleary with a fine job.

In Windsor, Joe Lefave, manager of Capitol theatre, got a full column story headed " 'Gone With The Wind' appeal still strong after 17 years" on the editorial page.

The Animal World

Irwin Allen of Windsor Productions will begin immediate production of "The Animal World," a Warner release.

New Lens Announced By British Company

The development of a new flexible lens, the Varamorph, was announced last week in London by J. Arthur Rank's British Optical and Precision Equipment Co. It is reported that the new lens, will enable exhibitors to project "squeeze" prints in any "squeeze" ratio which producers may adopt between 1.3 to 1 and 2 to 1.

The announcement states that the Varamorph will also cover ratios from those of CinemaScope and VistaVision standards downward to 1.78 to 1 with a standard aperature plate.

FAMOUS-ODEON

(*Continued from Page 1*)

Odeon circuits.

The announcement from Arthur Silverstone, Fox's Assist. general sales manager, discloses that "The Egyptian" will play the entire Famous Players circuit, on extended playing time, with its Canadian premiere, at the Imperial Theatre, Toronto, on September 24 or October 4.

Similiar arrangements have been made with the Odeon circuit, where "Woman's World" has been booked in over 100 theatres, starting around mid-October. The Canadian debut of "Woman's World," will take place at the Odeon theatre, Toronto, on October 8.

There are now approximately 400 theatres equipped for CinemaScope in Canada. This is about 8% of the total in North America.

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Keep Your Eyes On

JACK ARTHUR

Pioneer of the Year, annual honor of the Canadian Picture Pioneers to an individual who has contributed importantly to the advancement of the motion picture theatre as national entertainment, is Jack Arthur, MBE, it was announced by N. A. Taylor, president. Arthur, famed show veteran whose career reaches back to the Primrose Minstrels and the show boats of the early 1900's, was chosen by a committee headed by J. J. Fitzgibbons, CBE, who received the award last year. He will be honored in November at a special dinner.

In 1916, when the screen had neither sound nor color, Arthur introduced symphonic accompaniment, much of which he composed himself, for the moods of the film on the screen. Through special stage prologues to films and other live presentations he brought life to movie houses. The scene of this activity was the Regent Theatre, Toronto, an old legitimate house known as the Majestic.

Violinist, conductor, creator of the Army Show, producer of the Canadian National Exhibition Grandstand Show and "Mr. Showbusiness" of the CBC radio program, Jack Arthur was born in Glasgow and is a veteran of almost 52 years in the theatre, including a tour with Sir Harry Lauder's concert party when he was only nine.

Twenty-seven years ago he was musical director of the Toronto Hippodrome and 70 other Famous Players houses across the country. Once hailed as the Canadian Ziegfeld, he turned down a $30,000-a-year offer as musical director for a chain of theatres owned by the late William Randolph Hearst, who threatened him with breach of contract for withdrawing from the deal.

He directed orchestras and presentations at the Majestic, Loew's, Winter Garden, Regent, Hippodrome, Uptown, Imperial, back to the Uptown as manager, and with the growing popularity of sound pictures, he moved into the head office of Famous Players as a supervisor of a number of movie houses. He left three years ago to take the CNE post.

Across the Country

Toronto and District

Life has been beautiful for Mrs. Eva Delaney, proprietor of the Delaney Theatre, Gananoque, who, after making a remarkable recovery from a dread ailment in a Kingston hospital, was a special guest at the Canadian National Exhibition. At the same time, CinemaScope was introduced at her theatre with the playing of "The Robe."

Mrs. Delaney was one of three ladies who were chosen by popular vote of the townspeople as the ones who had best served Gananoque, the contest being inspired by Mayor J. D. Carmichael, the prizes being a trip to the Toronto Exhibition. The mother of 11 children, Mrs. Delaney had been a town councillor and otherwise active in the community for many years.

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Hamilton Local 303, Motion Picture Projectionists Union, which claims to be the oldest in its field in Canada, is starting its 51st year this month, the president being Harry Thornberry and the business agent H. W. Usher. One of its members is Hugh J. Sedgwick, International vice-president for Canada, and also a director of the Canadian Picture Pioneers.

• • •

In starting the fall season with an attractive array of product, two St. Catharines managers, Vern Hudson of the Capitol and Roy Miller of the Lincoln, combined in a statement that emphasized the new value of moving picture entertainment in contrast to other mediums. The pronouncement said, in part:

"Through the medium of the large screen and today's beautiful color processes, you now see on your theatre screen all the realism and grandeur of every story as if you were actually at the scene yourself. We are sure that, after seeing these great pictures, you will agree that no other medium can bring you such fine entertainment."

• • •

On the Windsor scene, the Kent Theatre has re-opened as a specialty cinema for the fall and winter, the early pictures being "Man of Music" and the Canadian premiere of "A Voice in Your Heart." The Vanity at the Border City opened a special engagement Sept. 13 of "British Empire Games '54," a Columbia release of the NFB documentary.

Maritimes

Mr. Alfred G. Staples of Saint John, N.B., passed away last week at the advanced age of 96 years. Among his surviving relatives is a son, Mr. Charles E. Staples, well-known Exhibitor at St. Stephen, N.B. The late Mr. Staples was a retired master painter and interior decorator. Among the many public buildings he was responsible for decorating is the Capitol theatre, Saint John, N.B., as well as the old Opera House (one-time famous show place) on Union Street.

• • •

When the Duchess of Kent and her daughter, the Princess Alexandra, visited Saint John the Duchess received a delightful surprise when Mr. Nicholas Vassis, president of the local Greek Community greeted and then chatted with her in Greek, the language she knows so well. The Duchess was a Greek Princess before she married the late Duke of Kent. Mr. Vassis is a joint proprietor of the Empire theatre, Halifax, N.S., and formerly of the Empire, Saint John, N.B., now the Kent theatre owned by the Odeon Garson Circuit.

Vancouver

A local film exchange manager said that Drive-in theatres in this area and in the three Prairie Provinces accounted for more than 25 per cent of total theatre gross receipts to date this season. Drive-ins are going up rapidly across Western Canada. Ozoners now at the height of their season are showing considerable interest in widening their screens. But, say equipment dealers, most of the outdoor spots are apt to hold off any changes until next year. Reason is that the drive-in operators

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The Robe Opens In Prince Ed. Is.

"The Robe"—Twentieth Century-Fox, first CinemaScope production with full Stereophonic Magnetic Sound to play Prince Edward Island opened simultaneously on Labor Day in the Prince Edward theatre, Charlottetown, P.E.I. (F. G. Spencer Company Limited) and in the Capitol theatre, Summerside, P.E.I. operated by Mr. Harold Gaudet. An extensive renovating job and enlarging of the Capitol, Summerside was necessary. The cost, Mr. Gaudet estimated, will amount to approximately $40,000. Mr. F. Gordon Spencer attended the opening of "The Robe" in the Prince Edward Charlottetown, first theatre on the Spencer Circiut to install CinemaScope.

JARO Takes Over Distribut'n of Cardinal

An announcement made late on Monday by Frank Fisher, vice-president and general manager of JARO stated that effective Monday, September 13, JARO will distribute through its 6 Canadian branch offices, the product of Cardinal Films Ltd.

Frank Vaughan, general sales manager, stated that JARO will of course be servicing all contracts now in effect with Cardinal. The announcement continued, "we feel that the acquisition of this product will please our many old customers, and we look forward to receiving the co-operation of all Canadian exhibitors in the playing of this wide variety of box-office attractions."

A full and complete product story for the coming year will be made next week.

Joseph C. Priore

Joseph C. Priore, 40, of The Film Daily staff died last week in New York, following surgery. Mr. Priore had been the movie reviewer for The Film Daily since joining its staff in 1946.

Digest Dittos

May 1, 1921.

The Iola Theatre on Danforth Ave., Toronto, reduced its admission price to 18c because of the high cost of living.

—Reprinted from the Canadian Moving Picture Digest.

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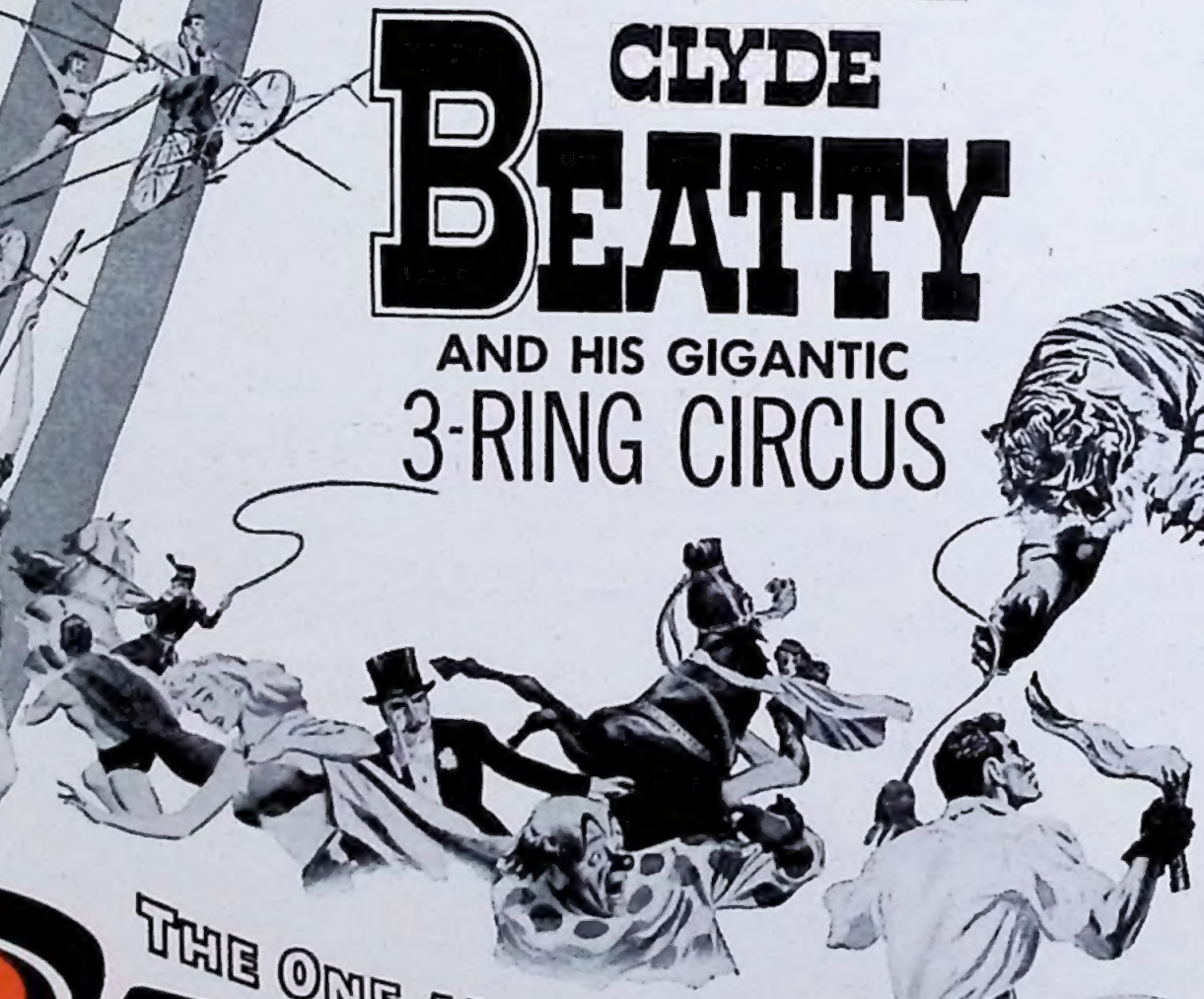

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THE ONE AND ONLY
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Across the Country

(Continued from Page 3)

are in no mood to shutter for a week or so to allow installation of the expanded screen.

• • •

Michael (Mickey) Goldin, manager of downtown Studio Theatre and executive member of B.C. branch of Canadian Picture Pioneers, died suddenly of a heart attack. Mr. Goldin was manager of the Vogue theatre in Vancouver between 1942 and 1946. Funeral service was held in Winnipeg. He was in his early 50's when the heart attack killed him. Sydney Freedman, his assistant at the Studio, is in charge of the theatre until a new manager is appointed by Eastern head office officials.

• • •

FPCC party of executives will be in Vancouver next week headed by J. J. Fitzgibbons, president. While here induction ceremonies will be held for new members of the FPCC 25-year club at Hotel Vancouver.

• • •

Tom O'Brien, general secretary of England's NATKE, which corresponds to the IATSE here, was a local visitor on his way to the Canadian Trades and Labor convention at Regina, Sask.

• • •

Stan Trout who operates the Hope theatre at Hope in the Fraser Valley 100 miles from Vancouver, has started construction of a drive-in near the town. Chester Berry opened his 375-car drive-in near Camrose, Alberta. The recently opened Ridge Drive-in at Hammond in the Fraser Valley, built by a group of Port Coquitlam businessmen at a cost of $60,000, is doing good business, report distributors. The 360-car Blue Moon Drive-in at Foam Lake, Sask., owned by the Blue Moon Theatre Co., has opened.

• • •

Local BSE International Union Local, 244, has finalized an agreement with the Continental Janitor Services, which has taken over the cleaning and servicing of the Odeon Theatres. The agreement calls for the same wages and working conditions as are in existence in other theatres in Vancouver, and was signed under most favorable condtions.

• • •

The Pacific National Exhibition which closed Labor Day, moved up a notch to fifth spot in the ranking of North America's big annual fairs. A Labor Day crowd of 145,524, has put the PNE among the big five. Record attendance for 1954 was 871,426 and 36,391 above last year's total of 835,035 despite small crowds in the first few days. Canada's other big annual show—The Canadian National Exhibition at Toronto, is No. 1 followed by the Texas State Fair, Pomona State Fair in California, and the Illinois State Fair, with the PNE displacing the Minnesota State Fair as fifth on the continent.

JARO's 10th ANNIVERSARY IN CANADA

(Continued from Page 1)

Vaughan, General Sales Manager, made the following statement:

"Having seen 'Romeo And Juliet' in New York, we consider it a masterpiece of screen entertainment." A cablegram had just arrived from England announcing that "Romeo And Juliet" had won the Grand Prix at the Venice Film Festival as the best film from any source, and that it had received the "Golden Lion of Saint Mark" Trophy.

Frank Vaughan said, "As JARO prepares its biggest sales promotion drive, celebrating its tenth anniversary in the Dominion, and following its most successful year, with such top grossers as "The Kidnappers," "Malta Story," "The Conquest Of Everest," "The Cruel Sea" and "Man With A Million," we at JARO pledge to Canadian exhibitors the biggest and best lineup of product ever released in the history of this organization. At present, a program of productions is being scheduled for the Rank Organiaztion to be made in Vista-Vision which is adaptable to all types of projection."

Frank Fisher pointed out that "JARO and its lineup for 1955 is not selling just titles but important film properties, completed or in production, which will be delivered in the next twelve months.

"Canadian exhibitors and the movie-going public are becoming more and more conscious of the great screen entertainment which comes from J. Arthur Rank's producers, stars and technicians, through a carefully planned national advertising campaign, promotion, exploitation, and additional advertising aids, which have produced some of the most outstanding showmanship campaigns of this past year."

He recalled the recent visit by Mr. Frank Morriss, movie columnist of the Winnipeg Free Press to view the British entertainment industry, and the current tour being made by columnist Ken Johnson of the Toronto Telegram, bringing to hundreds of thousands of Canadian people the latest production and star news from the studios.

JARO intends to continue developing on an even greater scale this co-operation with Canadian exhibitors, backed up with these twenty-five features.

Playing in two theatres in Toronto and at selected situations across Canada, "Doctor In The House" has already broken records.

Mr. Fisher emphatically stated that there are no "Gambles" in this array of quality but solid Box Office merchandise.

For comedy in 1955, JARO will present Ronald Shiner, fresh from his recent success in "Reluctant Heroes," in a farce about the Royal Navy called "Up To His Neck." Norman Wisdom, a great success in his first film "Trouble In Store," follows with another comedy called "One Good Turn," with Joan Rice as his co-star. "Mad About Men" in Technicolor stars Glynis Johns, playing opposite Margaret Rutherford and Donald Sinden. The master of make-up and comedy, Alec Guinness returns, in his first Technicolor film, "To Paris With Love," playing op-

(Continued on Page 7)

THE SEA SHALL NOT HAVE THEM
Michael Redgrave and Dirk Bogarde as they appear in THE SEA SHALL NOT HAVE THEM, also starring Anthony Steel, Nigel Patrick and Bonar Colleano. and released by JARO.

THE BEACHCOMBER
THE BEACHCOMBER stars Robert Newton, Glynis Johns and Donald Sinden in Somerset Maugham's celebrated story made in Ceylon in Eastman Colour by JARO.

THE PURPLE PLAIN
Gregory Peck stars in THE PURPLE PLAIN adapted in Technicolor by JARO from H. E. Bates' best-selling novel, and filmed in Ceylon.

ROMEO AND JULIET

"Death, that hath sucked the honey of thy breath, Hath had no power yet upon thy beauty." Shakespeare's ROMEO AND JULIET, directed by Renato Castellani in Technicolor for the Rank Organization.

THE YOUNG LOVERS

Handsome screen newcomer, American-born David Knight, and lovely French star Odile Versois, form the new and exciting romantic screen combination in JARO's "The Young Lovers."

JARO's 10th ANNIVERSARY IN CANADA

(Continued from Page 6)

posite Odile Versois, and with Canada's Vernon Gray.

VistaVision will be introduced with "As Long As They're Happy," in Technicolor, which is in production at Pinewood Studios, starring Jack Buchanan and Jean Carson, in a gay romantic comedy. Following this, will be a further VistaVision subject starring Norman Wisdom.

Adventure is the theme of "West Of Zanzibar," filmed in East Africa with Anthony Steel and Sheila Sim. "Forbidden Cargo," a drama of dope-smuggling from Europe into Great Britain, has a five-star cast: Jack Warner, Terence Morgan, Elizabeth Sellars, Nigel Patrick and Greta Gynt. John Guthrie's powerful book, "The Seekers," the tale of early-century settlers in New Zealand, in Eastman Colour, was filmed in its entirety in the book's locale, starring Jack Hawkins, Glynis Johns, and introducing to the screen sensational new discovery Laya Raki. "Simba" is the working title of the Eastman Colour adventure starring Dirk Bogarde, Donald Sinden and Virginia McKenna, which tells of the Mau Mau terror in Kenya. Maintaining the popularity of location-made pictures, Somerset Maugham's "The Beachcomber" was filmed in Ceylon starring Robert Newton, Glynis Johns and Donald Sinden. On this same island, the H. E. Bates" best-seller "The Purple Plain" stars Gregory Peck in his second all-British film. Both are in Color by Technicolor.

Great stories make great films. "The Seat Shall Not Have Them" by John Harris has an all-star cast including Anthohny Steel, Michael Redgrave, Dirk Bogarde. Air Marshall Goddard's story "The Night My Number Came Up," which was serialized in The Saturday Evening Post will star Michael Redgrave, Richard Attenborough and Sheila Sim with Canadian Alexander Knox. Novelist Nicholas ("The Cruel Set") Monsarrat has been persuaded to release another of his stories for the screen, and "The Ship That Died Of Shame," also serialized in the Saturday Evening Post is being made.

Drama brings two brilliant young artistes together in a film tentatively entitled "The Young Lovers." Odile Versois and David Knight, who is from Hollywood. Robert Donat returns to the screen in an Eastman Colour production, "Lease Of Life." A front-page newspaper story, "The Divided Heart," brings Cornell Borders in her first all-English film, following her success in "The Big Lift." Eastman Colour portrays for the first time the drama, comedy and everyday excitement of London Airport, in a story called "Out Of The Clouds" starring Anthony Steel and Robert Beatty.

The Academy Award winning Technicolor production, "The Red Shoes" will be re-released in November with new prints.

THE SEEKERS

Lovely German - Javanese dancer Laya Raki as she appears in THE SEEKERS filmed in Colour in New Zealand by JARO with Jack Hawkins and Glynis Johns starred.

From the Continent come three award-winning productions . . . "The Little World Of Don Camillo" starring Fernandel, a great comedy from the Italian film studios; "The Wages Of Fear," which received the Grand Prix at the Cannes Film Festival, and "Forbidden Games".

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Quotes

"SUPERSCOPE OKAY FOR USE WITH 20TH CENTURY-FOX CINEMASCOPE FILM—AL LICHTMAN."—FILM DAILY.

"WITH REGARD TO ANAMORPHIC OR SQUEEZED PICTURES, FOR THOSE EXHIBITORS WHO DESIRE THE PRESENTATION OF A MOTION PICTURE IN THIS FORM, WE SUGGEST THEY PURCHASE EXPANDER PRISMATIC LENSES, SUCH AS THE TUSHINSKY LENS."—BARNEY BALABAN.

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20th-FOX

(Continued from Page 1)

Said Pete Myers: "Our deals will be based strictly on the ability of the exhibitor to pay. Naturally, we want percentage terms for 'The Robe,' 'The Egyptian,' 'How To Marry A Millionaire,' and other top category pictures. However, we are prepared to sit down with each exhibitor and listen to his problems, go over the list of his expenses of operation, and work out a deal satisfactory to both parties; and if the only equitable way is on a non-percentage basis, we are prepared to accept reasonable flat rentals".

Mr. Lichtman in his letter to Allied States, clarified the 20th-Fox position still further. Said Mr. Lichtman: "My preference in dealing with exhibitors in general, except in very small situations, is on the sliding scale basis whereever it is possible to secure accurate expense figures to calculate the scale on, and the expenses are not out of line with grossing possibilities. We cannot underwrite white elephants or excessive rentals to landlords any more than we can insure against competition or poor showmanship.

"Our company recognizes the fact that unless the exhibitors generally are prosperous and successful there can exist no producing business.

"By the same token, the exhibitors must realize that unless the film producing companies and distributors can operate successfully their source of supply must be curtailed. The Committee (Allied States) asked this important question: Are CinemaScope pictures barred from being sold at flat rental in small towns where the grossing possibilities are not more than $1,000 per week?

"This question also applied to small subsequent runs with small grossing possibilities. MY ANSWER, WITHOUT HESITATION, WAS SQUARELY, 'NO'. WE ARE PERFECTLY WILLING TO SELL SUCH THEATRES FLAT RENTAL. AS A MATTER OF FACT IN THESE SITUATIONS WE PREFER TO SELL FLAT RENTAL BECAUSE PLAYING PERCENTAGE IN THESE SMALL POSSIBILITIES ENTAILS PREFERRED PLAYING TIME. THIS IS ALWAYS A SOURCE OF GREAT ARGUMENT WITH SUCH EXHIBITORS. IT ALSO ENTAILS CHECKING WHICH IS DONE AT A PROHIBITIVE COST IN SUCH SMALL SITUATIONS."

Mr. Lichtman in his letter to Allied States, had this to say about CinemaScope. "In launching CINEMASCOPE (which incidentally has been a great boon to the Industry — many exhibitors feeling that we saved the business by introducing it and developing it) we practically created a new business.

"Increased costs of production and increased costs of prints on the part of the distributor and the equipping of theatres on the part of the exhibitor entailed large investments so that both the exhibitors and ourselves had to hope and pray that the additional costs would be justified by increased income to the theatres and greater film rentals.

"Fortunately, for both the exhibitors and ourselves, the added investment have been justified by greatly improved grosses in theatres."

Mr. Myers when questioned by the Digest on comparative figures for 2-D and 'Scope pictures stated, "I took the theatre gross of 'With A Song In My Heart,' which as you know was launched Easter Week a few years' ago, before we had any competition from television. 'Song' was exceptionally well received by the public—it held over everywhere, and rolled up the biggest grosses our Company had ever had on any picture up to that time.

"In the same theatres I took the theatre gross of '3 Coins In The Fountain' which was released during the worst grossing months of the year in Canada, namely, May, June and July, and the '3 Coins' gross is almost 20 percent ahead of 'Song In My Heart.'

"I think this demonstrates the power of CinemaScope, but to carry it a little further we looked up the theatre gross of 'The Frogmen' and compared it to 'Beneath The 12-Mile Reef.' The CinemaScope picture has grossed almost two and one-half times as much as 'The Frogmen,' so you can appreciate the increase in theatre grosses when you move into a comparison on other than the very top pictures. Please remember that I am only talking about what the theatre actually took in at the box office.

"In today's market only the big pictures are taking in money. The medium and smaller product seems to fall by the wayside, and the remarkable thing about CinemaScope is that it has made every one of our releases into a top-grossing attraction."

U.S. Theatres 23,330

A survey conducted in the U.S. by 20th-Fox and reported in Variety, lists the greatest number of film theatres in history. The total as reported stands at 23,330; 19,043 regular houses and 4,287 drive-ins as of August 31, 1954.

Canadians To See Record No. Musical Films From All Co's

A record-breaking 50 musical films will be viewed by the Canadian movie-going public, a sure sign that prosperity has become a byword in film production.

Enhanced by all the new screen and sound developments of the last year or two, musical films an all-time favorite with film audiences, and restricted because of their high budgets to a small number during a business doldrum, have once again jumped to the fore, brimming over with the top talent that Hollywood has on tap, in the coming release schedules of all companies.

MGM leads the lists with 16 in various stages of production or already completed and in release. "Seven Brides For Seven Brothers," "Brigadoon," "Deep In My Heart," "Athena," "The Glass Slipper," "Jupiter's Darling," "Hit The Deck," "Interrupted Melody," "It's Always Fair Weather," "Love Me Or Leave Me," "Robin Hood," "In Missouri," "St. Louis Woman," "Kismet," "Green Mansions," "Weekend At Las Vegas," "Cheatin' Heart."

Columbia also has a record number either completed or in work. They are, "Three For The Show," "My Sister Eileen," "Lost Horizon," "Liszt," "Pal Joey," "Debut" and some others. Paramount has "White Christmas," "Three Ring Circus," "Mambo," "You're Never Too Young," "Eddie Foy and The Seven Little Foys," "The Court Jester," "The Vagabond King" and "Anything Goes."

20th-Fox will have "There's No Business Like Show Business," "Carmen Jones," "Daddy Long Legs," "Pink Tights," "The King And I," and "Can-Can." Universal lists "So This Is Paris," "So This Is Rio," "Third Girl From The Right," "Spring Song" and "The Benny Goodman Story."

Warners has "A Star Is Born," "Young At Heart." Republic lists two, "Magic Fire," and "Carolina Cannonball." From independent producers will come "Oklahoma," in Todd-AO; "The Girl Rush," for an RKO release; "Gentlemen Marry Brunettes," for United Artists release, and many others.

THE COURT JESTER

Danny Kaye is set to go on his new starrer for Paramount "The Court Jester," which goes before the cameras on the Paramount lot Oct. 22nd, to be filmed in Technicolor and VistaVision.

Whatever your angle a good theatre chair should fit your curves. Heywood-Wakefield Chairs feature "contour forming"—your patrons sit *in* not *on* these richly-upholstered chairs. Ask us about the new "CONTOUR" Formed Rubber and "SIT-IN" Coil Spring Cushions. They're made for *real* comfort *during the entire* showing of the *longest* movie program.

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RKO

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starring Linda Darnell, Rick Jason, Dan Duryrea, Faith Domergue. Rick Jason is the new star whose first movie was MGM's 'Sombrero.' The picture is one of realism and romance played against the background of an American family in a typical small town.

"From all the reports reaching me 'The Americano' promises to be one of those pictures which will have legs. The cast is made up of Glenn Ford, Ursula Thiess, Caesar Romero, Frank Lovejoy, Xavier Cugat's band — and Abbe Lane, who does a dance which I understand is completely sensational. The pictures is photographed in Technicolor and Superscope.

" 'The Big Rainbow' is a picture on which much time, effort and thought have been spent. Reports from our studio are that it will probably be the biggest picture that Jane Russell has ever been in. The cast scheduled is Jane Russell, Gilbert Roland, Richard Egan, Lori Nelson, Joseph Galleia and many others.

" 'The Cattle Queen of Montana' in Technicolor and Superscope stars Barbara Stanwyck.

"We will have 'The Girl Rush' with Rosalind Russell, photographed in Technicolor and VistaVision. There will be twelve songs in this picture by Hugh Martin and Ralph Blane who wrote the famous 'Trolley' song. It is a multi-million dollar budgeted musical comedy taking place in modern Las Vegas.

" 'Jet Pilot,' has John Wayne, Janet Leigh, Jay C. Flippen, Hans Conried. It was directed by Josef von Sternberg — it is in Technicolor, and the title itself is descriptive of the picture. I understand that in keeping with Howard Hughes' interest in aeroplanes, it promises to be another milestone in air pictures, as was his 'Hell's Angels.'

"We are also releasing 'Africa Adventure' made from the book by Robert C. Ruark which has been a best seller for so long. Ruark says 'This is a motion picture in which I have attempted to show Africa as it actually is . . . its life and death.'

"Another picture in Technicolor and Superscope is 'Passion' with Cornel Wilde, Yvonne de Carlo, Lon Chaney, Jr. etc.

" 'Son Of Sinbad,' in Technicolor, 2D and 3D, with or without Stereophonic sound. It has Dale Robertson, Sally Forrest, Lili St. Cyr, Vincent Price, Mari Blanchard.

"And now for the piece de resistance — 'The Conqueror' with Susan Hayward and John Wayne. This picture is in CinemaScope and Technicolor. It has a six million dollar budget. Only an epic could deal with the story of Ghengis Khan, and it is my opinion that only a John Wayne could portray the heroic proportions of the Khan when young. We expect this to be one of the biggest boxoffice attractions of this or any other year.

"In addition we will release films from Walt Disney, Samuel Goldwyn, King Bros. and many others."

Disney is now completing "20,000 Fathoms Under The Sea," the King Bros. have "New York Confidential" in work and Goldwyn is preparing his version of "Guys And Dolls."

Plays For Theatres

Three plays, one of them the Broadway stage hit "The Seven Year Itch," will be beamed to theatres outside of New York via TV in closed-circuit shows, in the near future.

An agreement between Actors Equity Assoc. and Box Office Television Inc., in negotiation for over a year, paved the way for the presentation of the plays. William P. Rosensohn, executive vice-president of the theatre TV company estimated that about 100 theatres had been equipped for presenting the closed-circuit telecasts.

If successful, the plan of Box Office Television Inc. will reawaken interest amongst exhibitors in the many formulas that were developed by 20th Century-Fox and Paramount for exclusive theatre TV shows, to offset regular TV competition.

U-I Record Gross

Two record-breaking grossers, "The Glenn Miller Story" and "Magnificent Obsession" have Universal executives predicting a new high for the company's world-wide gross rentals. The figure, a tremendous $75,000,000, $4,500,000 more than the high scored last year.

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New Sound System

Universal-International and Samuel Goldwyn Productions cooperated in making a sound demonstration film for Westrex Corp., manufacturers of Western Electric sound systems. The film introduces a simplified method for the recording and reproduction of both stereophonic and monaural sound on the same strips of motion picture film.

The test reel, which will be presented at a demonstration for all producers, in the next few weeks, was made at the Goldwyn studio. U-I lent three of its contract players to perform a scene from Goldwyn's "The Best Years Of Our Lives." A symphonic orchestra also recorded "The Barber Of Seville" to demonstrate the range of the recording system.

The system, it is expected, will lower costs for both studios and theatres as Westrex engineers, using the regular sound track, found a way to divide this space so that it accommodates two separate optical sound tracks.

Balaban Tribute

The $1,000,000 tribute to Barney Balaban, president of Paramount Pictures, taking place September 26, at the Waldorf-Astoria Hotel, New York will find the top stars of Hollywood and the rest of the amusement world, joined in a salute sponsored by the New York Council of B'nai B'rith.

Reservations for the event will be by purchase of $1,000 bonds in, State of Israel Development Bonds. The tribute to Mr. Balaban is for his "35 years of dedicated service to B'nai B'rith and his fellow man."

JARO-Columbia Nab Venice Film Awards

JARO's "Romeo And Juliet" won the Golden Lion of St. Mark, Grand Prize of Venice's International Film Festival. "On The Waterfront," Columbia, which opened at the Imperial, Toronto, last week won one of the four second-place Silver Lions. The others went to an Italian film and two Japanese films.

"On The Waterfront" won two additional awards, one from the Italian Motion Picture Journalists Assoc. and the other given by the International Catholic Film Office. The judges also announced a "special prize" for MGM's "Executive Suite."

Title Changes

The Ontario Censor Board has given Adult Entertainment grading to "Pushover" and "Desiree" and removed the Adult classification from "The Big Chase." The Restricted Attendance label for "The Sinner" has been changed to Adult Entertainment. Title changes are announced as follows: "Mistress of Treves" has become "Captain of the Crusaders" while "The Net" will be released as "Rossana."

Siegel To Paramount

Sol C. Siegel has signed a five year deal with Paramount Pictures, aiming at the production of 10 to 15 top-budget features. Paramount will finance the films. "There's No Business Like Show Business," just completed was his last production for 20th-Fox and ended an eight year sojourn with the company.

WB's "Dial M For Murder" got special attention just before it played Len Bishop's Shea's theatre, Toronto. A carnival wheel was converted into a telephone dial and mounted on a replica of an actual telephone. Patrons if they dialed "M" were presented with a single pass to see the film.

By MAX CHIC

Herb Allen is again a proud grandpa, with a new grandson to his credit . . . but the female of the species are not completely ignored this week . . . **Edna** (the hurricane) was also born, and fortunately died off quickly . . . but not before a movie house at McAdam, New Brunswick was a victim of her fury . . . travelling this week were **Chet Friedman** to St. John and Halifax, **Jay Smith,** to Montreal and the Maritimes and **Ralph Dale** to Ottawa for a short business trip.

Exhibition costs still rising . . . the **Toronto Daily Star** announces a new hike for amusement ads . . . 55c a line . . . what has happened to the Ontario committee investigating a lowering or removal of the admission tax? . . . Regret to report the death of **Jerry Chernoff's** father in Montreal last week.

Overheard . . . that **Wayne** and **Shuster,** Canada's own favorite comics are prepping a TV show . . . that **Alliance's** "Out Of This World" will have its Canadian premiere at **National Theatres** Towne Cinema, Ottawa, September 27 . . . that the **Allied Artists** produced **CinemaScope** film "Hajji Baba" will be released in Canada by **20th-Fox** . . . that **JARO's** "Doctor In The House" out-grossed the record-breaking "The Kidnappers" at the **Hyland** and **Christie** theatres . . . that **UA's** "Apache," opening on Labor Day across Canada, is doing as good and better than "High Noon," and in many cases as much as "African Queen."

Archie Laurie, we hear used to act as a target, for **Roy Rogers** when he came to town . . . **Rogers** used to knock off the ashes from **Archie's** cigar with a sling-shot . . . **The National Film Board** has an excellent 10 minute short on the British Empire Games . . . **20th-Fox** will also put into release a 20 minute short on the games, shot in **CinemaScope** and **Technicolor.**

Jack Fine has announced the transfer of **Art Grover** from the **Carlton** to the **Parliament** theatre, and **Robert Johnson** from the **Parliament** to **Radio City** theatre . . . a luncheon meeting of the **Canadian Motion Picture Distributors Assoc.** was held last Thursday at the **King Edward Hotel.**

The Event Of The Week . . . the naming of **Jack Arthur** as The Pioneer Of The Year by the **Canadian Picture Pioneers.**

CBC-TV

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pected to be receiving national TV programs."

The report lists 800,000 sets in operation, compared to 146,000 in September, 1952, when the CBC launched its first television show. Other figures quoted in the report are $1,500,000 spent on Canadian talent for live shows, including $181,000 for writers and play copyrights and $38,000 for music and copying.

UA's CRUSOE

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general manager.

Playing at one of Consolidated Theatres ace first-run houses, the Pathecolor drama topped the totals of every picture previously shown at the house in its weekend opening and is headed for the biggest gross ever piled up at the Orpheum.

CARLTON

(Continued from Page 1)

atres for studio purposes. Years ago when it was the Parliament, this theatre was given a special policy of all British pictures under the general direction of Oscar Hanson but the depression brought to an end this policy.

Variety Club Meet Tues., September 21

The regular meeting of Variety Club, Tent 28, has been advanced to Tuesday, September 21. Nominations for the 1955 Crew will be brought in by a committee headed by Morris Stein. Other committee members are, Bill Redpath, Abe Cass, Joe Bermac, Hye Bossin, Jim Eastwood and Frank Goldhar.

Club rooms will be open at 5.30 p.m. with food provided by Shopsy's at 6.45 p.m. in the Fiesta Room of the Prince George Hotel.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
On The Waterfront (Col.) with Marlon Brando.

SHEA'S
2nd week. Sabrina (Par.) with Humphrey Bogart, Audrey Hepburn and Wm. Holden.

UNIVERSITY
Susan Slept Here (RKO) Tech. with Dick Powell and Debbie Reynolds.

EGLINTON
The Student Prince (MGM) C'Scope and Color with Ann Blyth.

NORTOWN
About Mrs. Leslie (Par.) with Shirley Booth.

ODEON
3rd week. Magnificent Obsession (E-U) Tech. with Jane Wyman.

UPTOWN
2nd week. The Black Shield of Falworth (E-U) C'Scope & Tech. with Tony Curtis.

LOEW'S
2nd week. Seven Brides for Seven Brothers (MGM) C'Scope & Color with Jane Powell.

HYLAND & CHRISTIE
2nd week. Doctor in the House (JARO) Tech. with Dirk Bogarde.

INTERNATIONAL CINEMA
2nd week. An Inspector Calls (IFD) with Alistair Sim.

DOWNTOWN
The Bigamist (Col.) and The Outlaw Stallion (Col.) Tech.

MONTREAL

PALACE
3rd week. River of No Return (Fox) C'Scope & Tech. with Marilyn Monroe.

LOEWS
4th week. Gone With The Wind (MGM) Tech. with Vivien Leigh.

PRINCESS
The Gambler From Natchez (Fox) Tech. with Dale Robertson.

CAPITOL
2nd week. Living It Up (Par.) Tech. with Martin & Lewis.

AVENUE
3rd week. Man With A Million (JARO) Tech. with Gregory Peck.

KENT
3rd week. The Living Desert (RKO) Tech.

ORPHEUM
2nd week. Adventures of Robinson Crusoe (UA) with Dan O'Herlihy.

WINNIPEG

CAPITOL
2nd week. Sabrina (Para.) with Humphrey Bogart, Audrey Hepburn and Wm. Holden.

LYCEUM
Riding Shotgun (WB) WarnerColor with Randolph Scott.

MET
3rd week. Gone With The Wind (MGM) Tech. with Vivien Leigh.

ODEON
Johnny Dark (E-U) Tech. with Tony Curtis and Piper Laurie.

GAIETY
Salome (Col.) Tech. with Rita Hayworth and Stewart Grainger.

GARRICK
Apache (UA) Tech. with Jean Peters.

VANCOUVER

CAPITOL
2nd week. Sabrina (Par.) with Humphrey Bogart, Audrey Hepburn and Wm. Holden.

ORPHEUM
4th week. Gone With The Wind (MGM) Tech. with Vivien Leigh.

VOGUE
2nd week. Doctor In The House (JARO) Tech. with Dirk Bogarde.

STUDIO
The Story Of Gilbert And Sullivan (IFD) in Tech.

DUNBAR
Final Test (JARO) with Jack Warner.

ST. JOHN

STRAND
2nd week. Magnificent Obsession (E-U) Tech. with Jane Wyman.

CAPITOL
Valley of the Kings (MGM) Color, with Robert Taylor.

PARAMOUNT
Susan Slept Here (RKO) Tech. with Dick Powell and Debbie Reynolds.

Two Captain's West

Working title "Blue Horizons" Paramount's epic of the Lewis and Clark Expedition has been changed to "Two Captains West."

JARO's "The Beachcomber" off to a tremendous start in England, film starring **Glynis Johns** and **Robert Newton** receives highest praise from English press . . . UA announces **John Litel** has joined cast of "The Kentuckian" in important key role, this CinemaScope color film stars **Burt Lancaster . . . Wm. Goetz'** first production for Columbia will be the CinemaScope production "The Man from Laramie" featuring **James Stewart . . . Nina Foch** new addition to Paramount's **Martin** and **Lewis** comedy, "You're Never Too Young," which is to be shot in VistaVision . . . **Spencer Tracy** and **Montgomery Clift** to co-star in MGM's "Bannon," a dramatic story of labor unions in the U.S. to be produced by **John Houseman** . . . Change of title for the Allied Artists films "The City That Never Sleeps" to "Today is Forever" which goes before the cameras in October and "Danger Point" final title for Ketchikan . . . "The Darkest Hour," acquired by **Alan Ladd's** Jaguar Productions, whose last for Warners was "Drum Beat" starring **Alan Ladd** . . . **Raymond Massey** at 20th-Fox for his role in "Prince of Players." . . . Nearing completion at JARO's Pinewood Studios are three productions, "Simba," "Good Turn" and "To Paris with Love" and due to go into production at the Ealing Studio is the **Michael Redgrave** starrer, "The Night My Number Came Up." . . . Production plans for **Edna Ferber's** novel, "Giant" are being set by **Henry Ginsberg** at the Warner Studios, to be directed by **George Stevens** . . . One of Paramount's biggest for 1955 will be the screen version of the **Cole Porter** musical "Anything Goes," to be filmed in VistaVision and featuring **Bing Crosby** and **Jeanmarie** . . . "Down Three Dark Streets" UA's crime drama starring **Broderick Crawford** and **Ruth Roman,** had its premiere at the Palace Theatre, New York, Sept. 3rd . . . **Ginger Rogers** signed by Columbia for top billing in Columbia's "Dead Pigeon" with **Edward G. Robinson** as district attorney, an about-face from his usual crime roles.

Mad medics make merry. . .
a prescription to cure all ills
in the most riotous 'rag'
ever filmed

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IT'S TERRIFIC!

The screen's brightest young stars in a picture that turns a lively spotlight on the lives and loves of student life!

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